

FIRE REVEALS AN ELOPEMENT.

Six-Day Cycle Racer
Heer Dashed Across
Street in Rockaway
Blaze to Save Bride.

MARRIAGE WAS A SECRET

Neighbors Celebrate with
Young Couple, but the
Young Wife's Father Re-
fuses to Sanction the Union.

Out of the smoldering ruins of the Rockaway Beach fire the phoenix of a love romance rises, and as all the world loves a lover, all Rockaway is celebrating, to-day, the marriage of Lillian Burchell, the acknowledged belle of Rockaway, to the cycle racer, George W. Burchell, the father of the bride and one of the richest men on "the Beach," who prefers to be out of the world, will not be consoled and has put a "for sale" sign on his property.

George and Lillian eloped a week ago yesterday, and were married by the Rev. George W. Green, pastor of the Congregational Church at Holland, where they had been Sunday school pupils since babyhood.

The kept it secret, and nobody knows how long it would have remained a secret if there had been no fire.

Fire Reveals the Secret.

George and Lawrence Heer got some money out of the race, and with what he had saved from his ponies and goat carts, George set up in a little hotel opposite Mr. Burchell's general store, where he boasted that he sold everything from a fish hook to a steamboat. In a week Sunday's fire came along and burned up everything he possessed, partly because after George Heer turned in the alarm he deserted his own property and dashed across the way to arouse the Burchells and save Lillian.

The lad-ke is only twenty-one; was gloomy and desolate, and seemed to be brooding. Yesterday he called on old George W. Burchell, who has a quarter of a million stowed away in the locker. Said he:

"Mr. Burchell, I've done something I'm afraid you won't like, but I want to be a man and I've come to tell you. I had expected to make a few hundred dollars in my hotel this season and be in shape to tell you, but the fire grabbed up everything I owned and took every dollar I had. I'm broke. I don't want any assistance, but I just want your forgiveness and your blessing. Lill and I eloped and got married a week ago to-night."

Bride's Father was Furious.

Old man Burchell was furious, but he said, calmly enough:

"George, I've known you since you was a little boy, and I like you, but you've done something for which I shall never forgive you. So, you're married to my Lillian; my cashier these six years, since she was thirteen. Well, you married without my consent; now take her and get out, both of you, as quick as you can."

When Lillian was leaving a little later, her head tossing proudly, her father said:

"Lill, I told you you'd get the biggest part of my money, my only daughter; but now you don't get a cent. I'll cut you off. I'm going to my lawyer to-day and draw up a new will."

Later this sign appeared on the store: "This store for sale."

George and Lillian took the Spatz cottage in Henry street, and are as lively to-day.

A celebration of the wedding was held in the cottage last night. In the midst of it a delegation went to Mr. Burchell to plead for "the children."

"No," said he, "I've cut my only daughter off and I'm going to leave this beach forever."

Neckwear Dept.

Sale of
Summer Neckwear.

Ascots, Fancy Ties
and Stocks,

25 cts.
Tie, polka dot effects, with
silk turnovers,

25 cts.,
value 50c.

Taffeta Silk Stocks
tie, in all light shades, silk
turnovers,

25 cts.,
value 50c.

150 Dozen Fine
Imported Mull Ties,
slightly imperfect,
18c. & 25c. each,
value 35c. to \$1.00.

Lord & Taylor

Broadway & 20th St.

THE BIG STORE A CITY IN ITSELF
SIEGEL COOPER & CO.
SIXTH AVE. MEET ME AT THE FOUNTAIN 10th & 6th STS.

Facts Are Stubborn But Effective Arguments In Good Clothing Selling.



How much can you afford to spend for your Summer Suit? That's a vital question, for it involves economy. You figure a bit. Naturally, you want the best you can get for your money. It's human nature. Where to go. That's another momentous problem. You scan the advertisements in the daily papers. One merchant announces he is selling clothing at less than cost of the materials. Another declares his retail prices are less than what the clothing cost to manufacture. And so on through a long category of alleged explanations and halting excuses.

None Is Impressive; All Are Extravagant, not only in language but in statement.

Of course, for awhile these fallacious, flaunting claims cloud your mind with indecision. Then you turn to the stores that tell you the truth in a straightforward fashion; that show you precisely what you will get; that make no foolish, extravagant assertions; that give you popular fabrics, good, honest tailoring and the rightful stylishness.

Logically, you think of the Siegel Cooper Clothing Store, for the continual effort of this organization is unceasingly inclined in the direction of continually serving you better.

Satisfaction and economy are shibboleths of meaning at this Store. Corroborative evidence follows:

Men's Hot Weather Suits. AT **6.50**
Flannels, Wool Crashes, Homespuns and Sackings made up artistically into STYLISH COATS AND TROUSERS.
The Coats are made up "Skeleton" or unlined, finished seams, patch pockets and all correct accessories. THE TROUSERS have the "College Bottom" or permanent turn-up, belt loops and are "correct form."
All sizes to fit all builds of men, large or small, without extra charge. NORFOLK SUITS are also included in this offering.
Tropical Suits in fine grades at 8.50 to 13.50

Men's "Correct Form" Trousers. AT **3.00**
Made of cool and light-weight Flannels, Homespuns and Wool Crashes. All sizes, including extra large.
Guaranteed SERGE COATS at 2.80 and up to 4.80
Fine quality ALPACA COATS at 1.40 and up to 3.80
WHITE DUCK TROUSERS (that are correct), 1.00 and 1.50

Paper Bound Books Only 15c. Per Volume.

Published at 50c, but this is an example of Big Store price-making. Among the attractive titles are:
LONDON PRIDE, by Miss M. E. Braddon.
THE CRYSTAL BUTTON, by C. Thomas.
A NUHIST PRINCESS, by M. T. Gagneur.
DRESS, by Mary Seton Merriman.
THE PATROL OF THE CYPRESS HILLS, by Gilbert Parker.
AN UNOFFICIAL PATRIOT, by Helen Gardner.

Each 15

Each 15

THE BIG STORE A CITY IN ITSELF
SIEGEL COOPER & CO.
SIXTH AVE. MEET ME AT THE FOUNTAIN 10th & 6th STS.

Unquestionably, America's Greatest Waist Displays.

Charming Assemblies of Fascinating Styles That Will Please
Throngs of Shoppers Saturday.

It is a widely known and undeniable fact that the Waist Department in the Siegel Cooper Store is the largest in the world.

We are incessantly showing tremendous assortments; and thousands of discriminating women come here knowing that the acme of waist perfection is attained in such graceful diversity as to be irresistible.

There is an element of distinction, of exclusiveness about this Store's Waists which imbues them with a refreshing individuality.

SPECIAL ATTRACTIONS TO-MORROW ARE

Thousands of White Waists 95c At

Thousands of White Waists 1.00 At

Thousands of White Waists 1.25 At

Affording you the greatest choosing ever presented.

ALSO

Low Neck Waists,
Short Sleeve Waists,
Elbow Sleeve Waists,
Circular Yoke Waists,
of Organdies, Mull, Japanese Silk, India and Victoria.



Exquisite Arrays of Girls' and Misses' Dresses.



Saturday's
Important
Attractions

From a very large and
fashionable exposition of

Colored and
White Dresses

in Organdie, Batiste, Dimity, Swiss, Lawn, Point d'Esprit and Imported Pique.

Many special price opportunities are presented to-morrow

in Dresses ranging from

95c. to 7.50

FOR CHILDREN
6 TO 14 YEARS.

And in DRESSES for Misses from 14 to 15 years, ranging from 3.90 to 15.00

And very special values in two lots of COLORED GIMPE DRESSES,

at 95c and \$1.80

Misses' and Children's WASH SKIRTS, a most complete assortment, from 1.00 to 5.90

(Second Floor, Front.)

SHIRT WAIST SUITS, a collection of very choice styles, chambray, pique, linen, duck, from 3.95 to 16.75

IN COATS FOR MISSSES we offer to-morrow Misses' covert and cheviot "slit seam" jackets, a \$10.00 value, at 6.90

IN COATS FOR GIRLS we offer to-morrow Silk Coats of \$12.75 value at 7.50

Covert and lightweight Kersey Coats, \$7.50 to \$12.75 value, at 2.90, 3.90 and 6.75

(Second Floor, Front.)

Men's and Women's Summer Shoes. You Pay 1/3 to 1/2 Less Than Usual for Good, Stylish Summer Shoes.

Warm weather Shoes are in great demand. Nine out of ten women want Oxfords. There is such an abundance of these low Shoes that choosing is most satisfactory. Plenty for men, too. The news for to-morrow is catchy:

WOMEN'S SHOES AND OXFORD TIES,

4 styles in Tan and Black; all sizes of each style, made to sell at \$1.50.

WOMEN'S SHOES, all black kid and calf; lutton and lace, some with spring heels; made to sell at \$1.50 and \$2.00; all sizes.

WOMEN'S SHOES, OXFORD TIES AND COLONIALS.

Black Kid Oxford Ties, several styles of toe and heel; Patent Leather Oxford Ties and Colonials in 4 pretty styles.

WOMEN'S SHOES, kid and patent leather, button and lace styles, all the new as well as the staple styles, all sizes; the regular selling price, \$3.00, to \$3.50, to-morrow

MISSSES' AND CHILDREN'S SHOES AND OXFORDS.

Tan and black kid button and lace shoes and black Oxfords, all sizes; \$1.50 and \$2.00 values. Patent Leather Shoes and Oxford Ties; sizes up to 11 in both, regular \$2.00 values.

(Main Floor, Rear.)

MEN'S 3.50 SHOES AT 1.90.

Kid and calf; Goodyear welted soles; elegant styles; all sizes, \$3.50 values; among these are also some sample shoes. If you know how great these values are we would have a bigger rush for them than we had even for the Douglas sale.

MEN'S 5.00 SHOES AND OXFORDS AT 2.85.

In this lot are good shoes of patent leather, patent kid and calfskins, in all good styles and all sizes.

BOYS' 1.50 SHOES AT 98c.

All sizes of Boys' and Youths' Linen Shoes, leather soles; also Satin Calf Lace Shoes for Boys and Youths in all sizes except 36.

We guarantee every shoe we sell, no matter what the selling price.

AT 98c

A Great Saturday In The Boys' Store.

AT 3.50
Every good quality of durable and stylish fabrics, made in the best possible manner. Garments that show refinement.



Sizes 3 to 12 yrs.

AT 3.50
Every age and build will be perfectly suited. Our expert sales force will assist you with care in your selections.



Sizes 8 to 17 yrs.



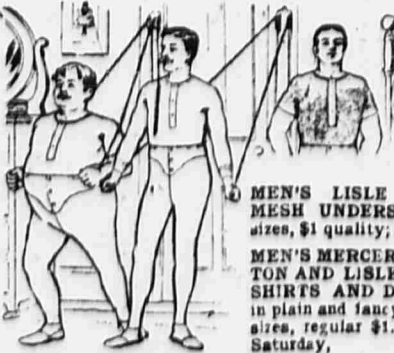
*Sizes 7 to 17 yrs.

85c. One Thousand Washable Suits. 85c.

FOR BOYS 3 TO 10 YEARS.
An exceptional selection of striped wash fabrics, comprising navy, tan, brown, cadet and linen effects. Blouses made with inlaid collars.

Men's Imported Mesh Underwear.

Much comfort is afforded by the wearing of these garments. That humid stickiness and clinging of the clothing avoided. Light weight and cool.



MEN'S SILK MESH UNDERSHIRTS, all sizes, \$2.25 values; Saturday, 1.75

MEN'S FINE IMPORTED MESH SHIRTS AND DRAWERS, best make and finish; all sizes, the regular \$2.00 kind; Saturday, 1.25

MEN'S PURE LINEN MESH SHIRTS AND DRAWERS, all sizes, \$3.50 quality; Saturday, each, 2.75

(Main Floor, Rear.)

Our Straw Hat Display.

Special attention is called to our 6th Ave. Window Display of Straw Hats. Our little booklet, "The Story of the Straw Hat" (1902 Copyright), has attracted widespread attention. The Window Display practically illustrates the Story. SEE IT. We are showing

All the popular braids in Sailor Shapes at 1.00 and up to 3.80

Genuine (South American) Panamas at 7.50 and up to 23.50

(Main Floor, Rear.)

50 Wines and Liquors.

SATURDAY'S SPECIALS.

ST. JULIEN CLARET, per gallon, 75

CHOICE CALIFORNIA HOCK, per gallon, 65

PORT, SHERRY and SWEET CATAWHA, per gallon, 90

LEXINGTON PURE RYE, per bottle, 2.25

MARYLAND RYE, per bottle, 2.00

COOK'S PERFECTION RYE, per bottle, 50

MARSHALL RYE, per bottle, 65

OLD PEPPER WHISKEY, per bottle, 75

(Fourth Floor.)

Straw Hats For Women, Misses and Children.

In Tuscan, Rough and Ready Braids and Cuban Body Hats. Excellent for outing wear and every-day use. Prices have been 75c. to \$2.00 each on the various qualities, all of which will be marked Saturday.

(Main Floor, Front, 18th St.)

Meats and Groceries FOR THE SUNDAY MENU.

LAMB: Hindquarters or legs, "fancy Canada Spring Lamb, per lb., 14

FEAS: Fresh, crisp Jersey Peas, very tender, per qt., 7

BEANS: Fresh Green or Wax Beans from Long Island Gardens, per qt., 11

ASPARAGUS: Fancy Oyster Bay Asparagus, per bunch, 12 1/2

POULTRY: Fancy fresh dressed Jersey fowl, per lb., 14

HAMS: Armour's Mild Sugar Cured Boiled Hams, sliced, per lb., 27

(Fourth Floor.)